

Central Hollywood Coalition
Sunset & Vine BID Board Meeting

MINUTES

June 11, 2013
4:00 – 6:00 p.m.

AMPAS Pickford Center
1313 Vine Street, Los Angeles, CA. 90028

Officers and Directors Present

Carol Massie, President, McDonald's Restaurants
Duke Gallagher, Treasurer, The Production Group
Elizabeth McDonald, Secretary, Los Angeles Film School
Fabio Conti, Fabiolus Cucina
Charles Eberly, The Eberly Company
Brian Folb, Paramount Contractors
Kitty Gordillo, Hollywood Wilshire YMCA
Melissa Logan, Amoeba Music
Harout Markarian, Western Diocese of the Armenian Church
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron
Katie Seymour, Windsor Communities
Mike Smith, Broadreach Capital
Arthur Stroyman, Kilroy Realty Corp.
James Haydu, SEE-LA – Ex-officio Member

Consultants

Melissa DeRenzi, RBZ Accounting
Thomas Leaper, RBZ Accounting (by phone)
Sarah Besley, Hollywood Property Owners Alliance
Kerry Morrison, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Devin Strecker, Hollywood Property Owners Alliance

I. Call To Order

President Carol Massie called the meeting to order at 4:10 p.m.

II. Public Comment and Introductions

Introductions were made.

Meghan Benoit, CIM Group and Sunset & Dine planning committee member, made a presentation about her 'Woman of the Year' Campaign for the Leukemia and Lymphoma Society. Benoit talked about how she became involved with the organization, and said that she has been on a ten-month campaign during which she has been fundraising for LLS. She asked board members for their support.

III. Approval of Board Minutes

A. Minutes from May 14, 2013

Copies of the minutes for the May 14, 2013 meeting were distributed to the board.

It was moved by Brian Folb, seconded by Kitty Gordillo and CARRIED to approve the Minutes from the May 14, 2013 meeting. The minutes were approved unanimously.

IV. Treasurer's Report

- A. **2012 Financial Review prepared by RBZ:** The board received copies of the 2012 Financial Review prepared by RBZ. Besley stated that RBZ has undertaken the financial review which is required of all BIDs by the City of Los Angeles. In sum, RBZ found no material modifications that should be made to CHCs financial statements to conform with generally accepted accounting principles. Melissa DeRenzi and Tom Leaper (by phone) summarized the information contained in the financial statement for the board members.

It was moved by Brian Folb, seconded by Mike Smith and CARRIED to approve the 2012 Financial Review as prepared by RBZ. Unanimously approved.

- B. **Treasurer's report ending May 31, 2013:** The board received copies of the balance sheet, monthly cash flow statement, reconciliation report, and yearly budget projection for the review. A motion to approve the treasurer's report was deferred until Gallagher's return at the July meeting.
- C. **Delinquency report and LAUSD payment reduction:** Besley presented a spreadsheet identifying delinquencies from both private and government parcels, including a list of LAUSD parcels, which were previously rezoned and assessed. In researching the status of payment, staff became aware that LAUSD had reduced their assessment payments from 72% to 36%. Staff has requested a copy of the policy from LAUSD and will be raising the issue with the BID Consortium on June 27th. In addition, Gallagher, Gordillo and staff will be meeting on June 23rd (as mentioned below) to review the status of assessment revenue, work towards reconciling discrepancies, and discuss whether adjustments need to be made to the 2013 budget.
- D. **Meeting with financial working group:** Besley reported that on June 24, she will be meeting with Gallagher, Gordillo, Mariani and Morrison to discuss assessment revenue, tracking and signature practices for specific accounts.

V. Committee & Program Reports

A. Security Committee

1. **AB5, Homeless Bill of Rights:** Mariani reported that AB5, known as the "Homeless Bill of Rights" was placed on the suspension list as a result of resounding opposition state-wide.
2. **LAPD/Metro video camera program:** Mariani reported that the staff was alerted by Metro Video that the repeater on the Sunset Media Tower had been removed during construction, causing several cameras to lose their transmission. Mariani will work with Metro Video to identify when the cameras were last operational to possibly recover the equipment and also ascertain the cost of replacement. Moving forward, the Security Committee will evaluate the efficacy of the camera program overall – taking into account the cost of upgrading the equipment and ongoing maintenance. A report will be given back to the board after the next security committee meeting.
3. **Nighttime Activity:** Mariani reported that staff and Fabio Conti participated in the HED's board retreat, where board and community members walked the streets of the Hollywood BID and

entered various venues between midnight and 3:00 a.m. Morrison stated that many of the issues they witnessed may also apply to the Sunset BID, and might be tied to specific business and property owners, rather than the community as a whole. Staff will continue to keep the board and security committee apprised of their actions related to addressing nighttime activities.

B. Marketing and Communications

1. **Sunset & Dine:** Strecker reported on the updated budget for Sunset & Dine. Currently, the budget for the event is estimated to have a surplus, owing to sponsorships from Millennium Hollywood, CIM Group and Los Angeles Film School. Strecker said the committee hopes to use the surplus to promote next year's event, and to help coordinate a short film program through Project Accessible Hollywood (PAH). Tickets are currently being sold for \$35.

C. Streetscape Committee

1. **Report from Streetscape Committee meeting:** Besley reported on the recent committee meeting on June 6. She stated that landscape designer Troy Silva, who is responsible for the planters throughout EaCa Alley, gave a presentation on potential planter concept for the Sunset & Vine BID at key intersections and gateways. Additionally, the committee is looking at 189 sites to plant shade trees throughout both BIDs, and has started looking at the possibility of installing a median island on Vine Street.
2. **DWP grant:** Besley stated that the \$5,000 check from DWP for the freeway off-ramp clean-up project had been received allowing maintenance services to commence in July.

D. Nominating Committee

1. **Vacancies by Given & Sassanian:** Besley stated that she received Sassanian's official letter of resignation from the board since her departure from Sunset Gower/Sunset Bronson Studios. Given also resigned from the board, leaving two vacancies to be filled. The Nominating Committee will begin outreach to prospective candidates in the next month.

VI. New Business

- A. **Joint BID Annual Meeting:** Besley requested the board's feedback on hosting an annual meeting in conjunction with the Hollywood Entertainment District BID in August. The board responded favorably to the proposition.

VII. Old Business

- A. **Update on Arts District ruling and general vs. specific benefits issue:** An article from the Downtown News regarding the court's decision was included in the board packet. As mentioned in May, the court ordered the Arts District BID to cease operations immediately after the decision was rendered. Morrison reported that a state-wide task force has been meeting to discuss the general vs. specific benefits and strategize on how best to limit the amount of general benefits delivered by BIDs state-wide.
- B. **Transfer of BID Management functions to EDD & budget negotiations:** Besley reported that the City Council approved the transfer of the Special Assessments Unit to the newly-formed Economic Development Department in January. She and others within the BID Consortium have raised concerns about the need to ensure the transfer of experienced staff to the new department to members of the

Budget and Finance Committee and will continue to advocate for the full transfer of staff to the Personnel Department and CAO's Office.

- C. **Formal position on Guggenheim's parking district proposal and joint powers authority:** Morrison reported that a meeting was recently organized for members of both BIDs to learn more about the technical aspects of Guggenheim's proposal. Morrison stated that the SVBID board's position states that the organization supports the concept of a parking district without any formal endorsement of Guggenheim or any company that will bid on such proposal.
- D. **Sign CHC whistleblower Policy:** Besley stated that the whistleblower policy, approved by the board in May, is included in the meeting packet for all members to sign.

VIII. Staff Reports

- A. **BID Consortium Happy Hour:** Besley invited board members to a reception, hosted by the LA BID Consortium, honoring staff members from the City Clerk's Office and Commissioner Valerie Shaw on June 18th at Bottle Rock in the South Park BID, downtown Los Angeles.
- B. **Chamber Economic Summit:** Morrison encouraged board members to attend the Chamber's annual economic summit at the Pickford Center on June 18th.

IX. Next Meeting

The next meeting is scheduled for July 9, 2013.

X. Adjournment

The meeting was adjourned at 5:56 p.m.